

FY27 Folklife & Traditional Arts Project

Grant Application Evaluation Rubric

Traditionality and Cultural Significance – 35% of total score

Cultural Community	0-2 points: The project does not represent a cultural community or group or uses inaccurate or overly generic language.	3-5 points: The project references a cultural community and/or group, but the representation is overly broad or lacks clarity.	6-8 points: The project represents a cultural community and/or group with clarity, understanding, and relevance.	9-10 points: The project clearly and specifically represents a cultural community and/or group with strong understanding and clear relevance.
Art Form Traditionality	0-2 points: The art form represented in the project is not traditional or inaccurately addresses traditionality.	3-5 points: The art form represented in the project references traditionality but is broad or unclear about its lineage, occupation, religious or ethnic connection, and/or another shared identity.	6-8 points: The art form represented in the project is traditional through lineage, occupation, religious or ethnic connection, and/or another shared identity.	9-10 points: The art form represented in the project is strongly traditional through direct lineage, occupation, religious or ethnic connection, and/or another shared identity.
Practitioner Experience	0-2 points: The artist(s) involved are not recognized by the cultural community as practitioners of the traditional art form. Biographical information is missing, unclear, or unrelated to the traditional art form.	3-4 points: The artist(s) involved have limited recognition by the cultural community as practitioners of their traditional art form. Biographical information is only vaguely connected to the traditional art form.	5-6 points: The artist(s) involved are recognized by the cultural community as practitioners of the traditional art form. Biographical information connects qualifications and experience to the traditional art form.	7-8 points: The artist(s) involved are highly recognized by the cultural community as experienced practitioners of the traditional art form. Biographical information is specific and relevant, and establishes recognition in the traditional art form.
Cultural Significance	0-1 points: The project's art form(s) does not have significance within the identified cultural community or is supported with minimal or unclear information.	2-3 points: The project's art form(s) has slight significance within the identified cultural community, but is supported with vague, generalized, or weakly-connected information.	4-5 points: The project's art form(s) is significant within the identified cultural community and is connected through relevant and accurate information, though lacking depth or context.	6-7 points: The project's art form(s) is deeply significant within the identified cultural community with highly relevant information connected to cultural function and history.

Project Impact – 30% of total score				
Project Goals	0-2 points: Project goals are not provided and/or do not include expected outcomes.	3-5 points: Project goals are vague, somewhat align with the project, and are somewhat achievable. Expected outcomes are broad but align with corresponding goals.	6-9 points: Project goals are outlined, align with the project, and are achievable. Expected outcomes are provided for and align with corresponding goals.	10-12 points: Project goals are distinctly outlined, strongly align with the project, and are highly achievable. Expected outcomes are thoroughly detailed and strongly align with corresponding goals.
Project Timeline	0 points: The project timeline, activities/tasks, details, and location(s) are not present or do not align with its goals.	1-2 points: The project timeline, activities/tasks, details, and location(s) are vaguely aligned with its goals.	3-4 points: The project timeline, activities/tasks, details, and location(s) are aligned with its goals.	5-6 points: The project timeline, activities/tasks, details, and location(s) are clearly aligned with its goals.
Target Audience	0 points: No target audience is identified and/or the audience is not aligned with the project goal(s).	1-2 points: The target audience(s) is vaguely identified and loosely aligned with project goal(s).	3-5 points: The target audience(s) is identified and connected to the project goal(s).	6-7 points: The target audience(s) is clearly identified and directly connected to the project goal(s).
Project Marketing	0 points: No plan to market/distribute the project is provided.	1-2 points: There is a vague plan to market/distribute the project to the target audience.	3-4 points: There is a plan to market/distribute the project to the target audience.	5 points: There is a detailed, well-structured plan to market/distribute the project to the target audience.
Project Management – 15% of total score				
Key Administrative Personnel	0-1 points: Key personnel do not have relevant cultural expertise and/or knowledge of completing folk/traditional arts programming.	2-3 points: Key personnel have limited cultural expertise and/or knowledge of completing folk/traditional arts programming.	4-6 points: Key personnel have relevant cultural expertise and/or knowledge of completing folk/traditional arts programming.	7-8 points: Key personnel have extensive, relevant cultural expertise and/or knowledge of completing folk/traditional arts programming.

Success Measurements	0-1 points: There is no plan to collect relevant data and/or success measurements do not reflect the project's goals.	2-3 points: There is a vague plan to collect data to evaluate the project's goals.	4-5 points: There is a plan to collect data to evaluate the project's goals, including audience metrics and expected outcomes.	6-7 points: There is a detailed, well-structured plan to collect data to evaluate the project's goals, including audience metrics, expected outcomes, and future community need.
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Budget – 10% of total score

Budget Itemization	0 points: The budget lacks detail and does not provide adequate/relevant financial resources to complete the project.	1-2 points: The budget is somewhat detailed and itemizes some project-related expenses and income sources.	3-4 points: The budget is detailed and itemizes project-related expenses and income sources.	5 points: The budget is very detailed and completely itemizes all project-related expenses and income sources.
Budget Resources	0 points: The budget is not balanced and does not show estimates of project expenses and income sources.	1-2 points: The budget is somewhat balanced and provides some realistic estimates of project expenses and income sources.	3-4 points: The budget is balanced and provides realistic estimates of project expenses and income sources.	5 points: The budget is completely balanced and provides strong estimates of project expenses and reliable income sources.

Work Samples – 10% of total score

Work Sample Credits	0-2 points: Work samples are not credited and/or work samples are not current (from 2020 or earlier).		3-5 points: Work samples are properly credited (lists artist/organization that produced submitted samples) and are current (from 2021 to this year).	
Work Samples	0 points: Work samples are missing, unclear, or are poorly aligned with the featured traditional art form and/or proposed project.	1-2 points: Work samples are loosely related to the featured traditional art form and/or only partially support the proposed project.	3-4 points: Work samples represent and align with the featured traditional art form and will support the proposed project.	5 points: Work samples are of high quality, clearly and effectively represent the featured traditional art form, and strongly support the proposed project.